

# Joao Guerreiro

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/615481/publications.pdf>

Version: 2024-02-01

30  
papers

1,362  
citations

567144

15  
h-index

610775

24  
g-index

30  
all docs

30  
docs citations

30  
times ranked

846  
citing authors

#	ARTICLE	IF	CITATIONS
1	20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. <i>Tourism Management</i> , 2020, 77, 104028.	5.8	295
2	Understanding the use of Virtual Reality in Marketing: A text mining-based review. <i>Journal of Business Research</i> , 2019, 100, 514-530.	5.8	188
3	Artificial intelligence in business: State of the art and future research agenda. <i>Journal of Business Research</i> , 2021, 129, 911-926.	5.8	164
4	A Text Mining-Based Review of Cause-Related Marketing Literature. <i>Journal of Business Ethics</i> , 2016, 139, 111-128.	3.7	112
5	Past, present, and future of pro-environmental behavior in tourism and hospitality: a text-mining approach. <i>Journal of Sustainable Tourism</i> , 2022, 30, 258-278.	5.7	83
6	How to predict explicit recommendations in online reviews using text mining and sentiment analysis. <i>Journal of Hospitality and Tourism Management</i> , 2020, 43, 269-272.	3.5	80
7	Attention, emotions and cause-related marketing effectiveness. <i>European Journal of Marketing</i> , 2015, 49, 1728-1750.	1.7	71
8	Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. <i>Journal of Hospitality Marketing and Management</i> , 2019, 28, 147-171.	5.1	71
9	How escapism leads to behavioral intention in a virtual reality store with background music?. <i>Journal of Business Research</i> , 2021, 134, 288-300.	5.8	38
10	A decision support system framework to track consumer sentiments in social media. <i>Journal of Hospitality Marketing and Management</i> , 2018, 27, 693-710.	5.1	36
11	Unfolding the characteristics of incentivized online reviews. <i>Journal of Retailing and Consumer Services</i> , 2019, 47, 272-281.	5.3	36
12	Improving international attractiveness of higher education institutions based on text mining and sentiment analysis. <i>International Journal of Educational Management</i> , 2018, 32, 431-447.	0.9	33
13	Analysing Consumer-Brand Engagement Through Appreciative Listening on Social Network Platforms. <i>Journal of Promotion Management</i> , 2019, 25, 304-313.	2.4	31
14	How Fashion Brands Engage on Social Media: A Netnography Approach. <i>Journal of Promotion Management</i> , 2019, 25, 367-378.	2.4	25
15	Are Yelp's tips helpful in building influential consumers?. <i>Tourism Management Perspectives</i> , 2017, 24, 151-154.	3.2	19
16	Neuroscience research in consumer behavior: A review and future research agenda. <i>International Journal of Consumer Studies</i> , 2022, 46, 2041-2067.	7.2	17
17	How augmented reality media richness influences consumer behaviour. <i>International Journal of Consumer Studies</i> , 2022, 46, 2351-2366.	7.2	16
18	Understanding the role of visual attention on wines' purchase intention: an eye-tracking study. <i>International Journal of Wine Business Research</i> , 2019, 32, 161-179.	1.0	15

#	ARTICLE	IF	CITATIONS
19	A Unified Approach to the Extraction of Rules from Artificial Neural Networks and Support Vector Machines. Lecture Notes in Computer Science, 2010, , 34-42.	1.0	7
20	Transhumanism and Engagement-Facilitating Technologies in Society. Journal of Promotion Management, 2022, 28, 537-558.	2.4	7
21	Autonomic emotional responses to food: Private label brands versus National Brands. Journal of Consumer Behaviour, 2021, 20, 440-448.	2.6	6
22	Cause-Related Marketing in the Digital Era: How Enterprises Can Deal with International Campaigns in Individualist Versus Collectivist Countries. Voluntas, 2020, 31, 1330-1342.	1.1	5
23	Mental Imagery, Product Involvement and Presence at Virtual Reality Supermarket. Journal of Creative Communications, 2023, 18, 79-92.	1.2	5
24	FASHION BRANDS COMMUNICATING AND INTERACTING IN INSTAGRAM: A NETNOGRAPHY APPROACH. Global Fashion Management Conference, 2018, 2018, 1352-1362.	0.0	2
25	The Role of Mental Imagery as Driver to Purchase Intentions in a Virtual Supermarket. Progress in IS, 2021, , 17-28.	0.5	0
26	THE PERCEPTION OF ACTIVE LISTENING PRACTICE ON SOCIAL NETWORKS. Global Fashion Management Conference, 2018, 2018, 1098-1106.	0.0	0
27	ANALYSING CUSTOMER ENGAGEMENT ON SOCIAL NETWORK PLATFORMS DEVOTED TO TOURISM AND HOSPITALITY. Global Fashion Management Conference, 2018, 2018, 239-240.	0.0	0
28	HOW ATMOSPHERIC CUES IN A VIRTUAL REALITY FASHION STORES AFFECT THE SENSE OF PRESENCE. Global Fashion Management Conference, 2019, 2019, 819-823.	0.0	0
29	Unraveling E-WOM Patterns Using Text Mining and Sentiment Analysis. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 88-100.	0.7	0
30	Do We Really Care About Artificial Intelligence?. Advances in Computational Intelligence and Robotics Book Series, 2020, , 234-251.	0.4	0